

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, APRIL 23, 1890.

NO. 28.

## What is Economy?

**IF AN ADVERTISING AGENT** is of any real use to the advertiser it is not alone for the reason that his employment assures fair prices, but also because his knowledge of how, when and where to advertise brings larger return for advertising investments than would otherwise be obtained.

**IF AN AGENT** does not possess such knowledge, or possessing it, does not honestly use it for the benefit of his clients, his services are of little account.

**ON THE OTHER HAND** the advertiser who by bringing various agents into competition, practically warns each to look out for his own interest regardless of any other, fails to secure that in the agency service which should bring him many more solid dollars than competition can possibly save.

**IT IS OFTEN A CAUSE OF COMMENT** that we decline to enter the general scramble for business, and some of our competitors declare it's because we are so "high-toned" that we won't do business as others do; but the fact is, it has paid us to consider our customers' interests (because we always do, is the reason that we have the largest business in our line in the world,) and our establishment has been run that way so long it isn't fitted to run in any other way.

**WHEN WE CAN MAKE IT PAY** an advertiser to deal with us *we want his business* (large or small), and want it *badly*, but when it doesn't pay *him* to deal with us *we don't want his order*, and if we know it, *won't have it*.

**WILL IT PAY YOU** to deal with us? We can't tell till we've talked with you. Give us a chance, and we'll talk as we *believe*.

N. W. AYER & SON,  
NEWSPAPER ADVERTISING AGENTS,  
Philadelphia.

*Times Building.*

# THE LADIES' HOME JOURNAL

Pays the highest prices for the best obtainable matter in all its departments. It caters to the best classes of society and is in a position to command the best thoughts of the best writers, and the services of the most distinguished American Artists and Engravers. Its advertising columns are as carefully edited as the editorial page and are always filled, weeks in advance, by the best known and leading advertisers of the country.

The confidence with which readers regard its advertising columns is so strong that results are DOUBLE what would be expected from the same circulation in a combination of other mediums. The demand for its space is such that an advance in advertising rates is contemplated for the coming year. Present rate \$2.00 per line each insertion with no discount for any length of time or amount of space.

Circulation for the past year 542,500 copies each issue, NOT including November and December numbers, of which we print one million copies each.

**CYRUS H. K. CURTIS, PUBLISHER,**  
PHILADELPHIA, PA.

# PRINTERS' INK.

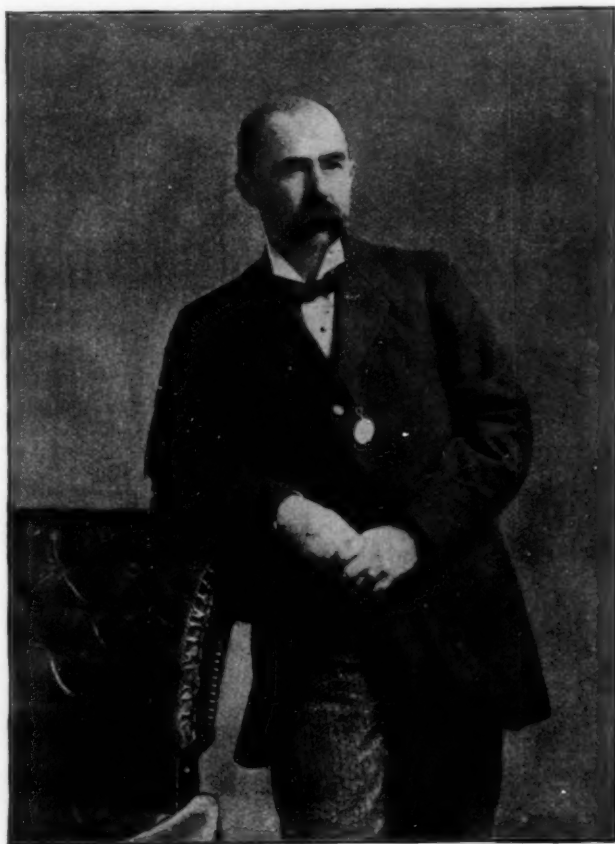
*A JOURNAL FOR ADVERTISERS.*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. II.

NEW YORK APRIL 23, 1890.

No. 28.



**S. H. KAUFFMANN,**  
President of the Washington "Star" Company.

## WASHINGTON NEWSPAPERS.

Washington is the great news city. What with the President, the two Houses of Congress, the various Departments of State and other institutions of national importance, the capital of the United States is from one end to the other industriously engaged in making news—news of the highest and most valuable character.

Wherever there is news, there are certain to be newspaper men, although not necessarily newspapers. In Washington the local dailies are few in proportion to the population, but there is hardly an out-of-town paper of any consequence that does not have its own correspondent on the spot. It is often and truly said that you cannot throw a stone in Washington without striking a newspaper man. Some papers are represented merely through a press bureau, while others, like the New York *Herald*, have a thoroughly organized staff looking after their special interests.

In many respects Washington differs from all other Eastern and Western cities. The intense local feeling which characterizes New York, Boston and Chicago is here wanting. A very fair proportion of the population come from other cities, and as a matter of course read their local papers. Naturally they want to know the news of the city in which they are living as well, but it does not absorb their attention as it would were Washington their home city. Endeavoring to fill the position of general news-gatherer at the capital at the present time are three dailies—the *Star*, the *Post* and the *Critic*.

Of these the first named is reputed to be one of the best-paying properties in the country. It is an afternoon paper, and is owned by a stock company, of which S. H. Kauffmann is president. Equal owners with Mr. Kauffmann are Crosby S. Noyes and the estate of George W. Adams. Mr. Noyes occupies the position of editor-in-chief, while the supervision of the business department is in the hands of Mr. Kauffmann. The *Star* was established in 1853 by the firm of Hope & Tate. Its present owners first obtained an interest in it in 1865, when the paper was bought by five gentlemen for less than its present annual income. The original five purchasers gradually narrowed down to Mr. Kauffmann, Mr. Noyes and Mr. Adams. Upon the

death of Mr. Adams recently, his share went into his estate. In politics the paper is independent. A curious feature about the *Star* is that it never prints over a single column of editorial matter, notwithstanding that it is an eight-page paper, with seven columns to the page. Its advertising patronage is large and remunerative. Advertisers are kept within certain lines, the combination letters built up of agate type being chiefly used for purposes of display. The "want" advertisements are one of the features of the paper and occupy considerable space. The *Star's* building is in a handsome location at the corner of Pennsylvania avenue and Eleventh street. In June, 1881, the building situated there was purchased and remodeled, but as the *Star* has gradually grown this became too small and an adjoining property on Eleventh street, having a frontage of 55 feet and a depth of 100 feet, was bought. In regard to circulation the *Star* claims to have a larger circulation in the city in which it is printed, in proportion to population, than any newspaper in the world. Its circulation, as given in the 1890 edition of the American Newspaper Directory and credited with three stars and a bull's eye, was 30,000.

The Washington *Post* occupies the somewhat unique position of being the only morning paper in a city of considerably over 200,000 population. This condition of things, however, is not owing to any lack of attempt on the part of others to establish a paper in the same field. Washington is a newspaper graveyard, and many of these journalistic failures have been absorbed by the *Post*; in fact, the claim is made by its proprietors that it has bought out more unsuccessful rivals than any other newspaper in the country. At present it has a monopoly in its field, and should another morning paper be started it would be forced to labor under great disadvantages. The *Post* is owned by Frank Hatton and Beriah Wilkins, who bought it on January 1, 1889, from Stilson Hutchins. Mr. Hatton has the supervision of the editorial department, while Mr. Wilkins occupies a similar position in relation to the business department. The *Post* was established in 1877, and has also published an evening edition. This has been discontinued, however, and it now devotes all its energies to its morning, weekly and Sunday editions. In politics the

*Post* is independent. It is an eight-page paper, seven columns to the page. A handsome building at the junction of Pennsylvania avenue, Tenth and D streets, and one square from the *Star's* building, is the home of the *Post*. It was originally built in 1880, but on July 16, 1885, was destroyed by fire. The *Post* has both the United Press and the Associated Press franchises, and covers the city thoroughly locally. The American Newspaper Directory for 1890 gives



CROSBY S. NOYES,  
Editor-in-Chief of the Washington "Star."

its circulation as exceeding 10,000; the present owners now claim over 17,000. Its offices are located in the *Post* Building on D street.

The *Critic* is a four-page evening paper now in its twenty-second year. The Washington *Hotel Reporter* is issued daily, excepting Sundays, by T. J. Brashears, but does not attempt to go into general news. It is owned by a stock company, of which Hallet Kilbourn is president.

As already intimated, papers published in other cities, circulate largely at the capital. New York leads, closely followed by Philadelphia, Baltimore, Chicago, Boston and even Cincinnati. In summer Washington is deserted by a large proportion of its residents, a state of affairs which is not without its effect upon the newspapers.

Washington has any number of weeklies of which one never hears. It also has some periodicals which have a large general circulation, and of these the following, which are rated as exceeding 5,000 circulation by the American Newspaper Directory, may be mentioned: the *National Tribune*, an eight-page weekly for ex-soldiers, edited by Geo. E. Lemon, and which certifies to a circulation of 152,042, including special editions; *Public Opinion*, established in 1886, and run on novel eclectic principles; the *Craftsman*, the official organ of the International Typographical Union; the *Herald and Chronicle*, both Sunday publications; the *Canteen*, an eight-page literary monthly, with a subscription price of 25 cents a year; the *United States Gazette*, a sixteen-page monthly; the *United States Official Postal Guide* and the *Patent and Court Record*, occupying fields which are indicated in their respective names.

#### MATHEMATICS IN ADVERTISING.

Almost invariably, on calculating advertising contracts by the year, I see advertisers going over the same calculation each time to figure out the number of lines of an inch in a year. If they would but remember the figures 4368, it would save lots of time, and to remember 4368, the first figure is half of the last figure, and the second, half of the third. Multiply this by the price per line and you have the answer. If you want e. o. d. (every other day), multiply 4368, the annual number of lines, by the e. o. d. rate of daily price; if two-thirds, then two-thirds of daily prices; if three-fourths, then three-fourths of daily rate. If the daily rate is 6c., the e. o. d. at two-thirds = 4c., if three-fourths = 4½c. × 4368.

It is the same for 2 a w. (twice a week) and 1 a w. (once a week). If the daily rate is 6c. and the 2 a w. rate is one-half of that, then multiply 4368 by 3. If the 1 a w. rate is one-third of the daily rate, then 2 × 4368 gives

the result. The above schedule gives price for 312 days.

\* \* \* \* \*

Why not figure 312 days daily, as but one year in six has 53 Sundays. If you figure on 312 days, this gives 4382 lines, or 365 lines per month, and this figure is easily remembered by being the same as the number of days in a year. Now proceed to multiply your price per line by 12, and you have the annual figure. If e. o. d., 2 a w., etc., the same rule applies as above. Say at 6c. a line e. o. d., two-third rates, you have  $365 \times 12 \times 4$ ; 2 a w., half rate, you have  $365 \times 12 \times 3$ , etc. The two lines lost on the year by this figure 365 you will never miss on e. o. d., 2 a w., etc., and on daily by the year, if managers insist, you can easily include them. Daily and Sunday, one inch = 5110 lines. This is easy to remember and the calculations will be the same as before.

Another saving in time: 6¼c., 12¼c., 20c., 25c., etc. per line—divide by the part of 100 the price gives—12¼c. = 8, 20c. = 5, 25c. = 4, etc. Instead of multiplying by a figure and fraction of a cent, reduce to a common fraction, multiply by the numerator and divide by the denominator, like in schoolboy days. For instance, 3¼c. reduce to 7½c., multiply lines by 7 and divide quotient by 2. If e. o. d. and 2 a w., etc., why, reduce the price first by the e. o. d., 2 a w., etc., rate and then multiply the lines. For instance, 3¼c. a line daily, e. o. d. ¾ rates = 7½ × ¾ = 5½; this multiply by 4368 = 24 × 728 = \$109.92.

MAX H. FISCHER.

#### A GREAT PRIVILEGE CURTAILED.

According to a report given in the *National Journalist*, the South Dakota Press Association has adopted an iron-clad set of rules and regulations, one of the most interesting clauses in which is as follows: "Rule 5. No member of this association shall run a foreign or legal advertisement after its time has expired."

HAVING won a reader to read all through is nothing, if nothing follows. Before you come to your best, have your reader ready to recognize it. Don't waste good facts on a stranger; make him a friend first.—J. E. Powers.

OVER 100,000 COPIES.

Lists were published in PRINTERS' INK of March 26 and April 2, respectively, giving the names of all United States and Canadian papers circulating in excess of 5,000 and in excess of 25,000 copies an issue. This week a list of papers and magazines is given which, according to the 1890 edition of the American Newspaper Directory, circulate over 100,000 copies an issue. This class numbers 55 publications, the following being a complete catalogue:

Washington, D C.,	National Tribune.
Atlanta, Ga.,	Constitution, weekly.
Chicago, Ill.,	Inter Ocean, weekly.
	News, daily.
Augusta, Me.,	Victory's Fireside Visi-
	tor.
	Daughters of America.
	Golden Moments.
	Sunshine.
Portland, Me.,	Practical Housekeeper
	and Ladies' Fireside
	Companion.
Boston, Mass.,	Globe, daily.
	Globe, Sundays.
	Herald, daily.
	Herald, Sundays.
	Youth's Companion.
Springfield, Mass.,	Farm and Home.
Detroit, Mich.,	Free Press, weekly.
Minneapolis, Minn.,	Housekeeper.
Elmira, N. Y.,	Telegram.
New York, N. Y.,	Morning Journal, daily.
	News, daily.
	Sun, Sundays.
	World, morning.
	World, evening.
	World, Sundays.
	Catholic News.
	Family Story Paper.
	Fireside Companion.
	Leigier.
	National Police Gazette.
	Sunday Mercury.
	Voice.
	Weekly.
	American Agriculturist.
	Century Magazine.
	Delineator.
	Harper's New Magazine.
	Housewife.
	Ladies' World.
	Metropolitan.
	Our Country Home.
	People's Home Journal.
	Sunday School Journal.
Rochester, N. Y.,	American Rural Home.
Utica, N. Y.,	Saturday Globe.
Springfield, O.,	Farm and Fireside.
Toledo, O.,	Blade, weekly.
Philadelphia, Pa.,	Evening Item, daily.
	Item, Sundays.
	Record, daily.
	Saturday Night.
	Sunday School Times.
	Farm Journal.
	Ladies' Home Journal
	and Practical House-
	keeper.
	Lippincott's Magazine.
	Advanced Quarterly.

NO PENT-UP UTICA CONTRACTS HIS POWERS.

There is evolution in advertising offices the same as in everything else. The second floor of the Times building was occupied by John Hooper, the pioneer advertising agent of New York, in 1868. George P. Rowell & Co., in 1870, bought out Mr. Hooper, and received possession of the desirable offices. Rowell & Co., a few years later, surrendered the offices to J. H. Bates, who occupied them until the

demolition of the old Times building, two years since. J. Walter Thompson, the well-known magazine and newspaper agent, is the latest tenant, he having taken a long lease of the premises in the new Times building, and fitted them up in the most convenient manner for the systematic transaction of his business.—*New York Times*.

Mr. J. Walter Thompson, referred to in above article from the *New York Times*, is the youngest of the larger agencies. He originally confined his business to magazines, and has developed that department to very large proportions, he being recognized as THE man for business in that department. The demands of his customers, together with his own disinclination to be circumscribed within the limits of any one department of advertising, has caused him, within the last two or three years, to extend his business to all first-class publications, and his success in this extension has been phenomenal. The square and upright methods adopted by him in his dealings with publishers have won for him their respect and esteem, and he unites in a happy degree the ability to serve their interests while serving the interests of his customers. We wish him every possible prosperity, and, as he is still a young man, we believe he will for a long time occupy the high round on the ladder which he has acquired and emphasizes in the new and commodious quarters referred to above.—*Pittsburg (Pa.) Commercial Gazette*, March 22, 1890.

A DIALECT ADVERTISEMENT.

Dialect stories are not generally supposed to be a very popular form of literature. The advertising manager of Dr. Dunlop's Caskara Compound evidently thinks that this style is not altogether without merit, and has utilized it in his reading matter notices in the following manner:

MR. ZWIEBEER'S JUST RAGE.

"Gracious goodness, Mr. Zwiebeer, what are you so awful mad about?"  
 "Shentlemen, vhas I some greenhorns?"  
 "You don't look to be."  
 "If some cow meet me on der street, would she take me for hay?"  
 "Hardly."  
 "Haf I got sense enough to go in ven it rains?"  
 "Of course you have."  
 "Do I look like a tem foolishness?"  
 "Not in the least, Hans. Who took you for one, and what's this all about anyhow?"  
 "Vell, I ask dot druggist for a pottle Tector Tunlop's Gaskara Compound, and he don't got it, and says, 'Dia udder is just as good, unt te pottle is pigger.'"  
 "And what did you say in reply?"  
 "Vell, I vas so excited at de attempt to schwindel me dot I schling te pottle at his head, and asked him: 'My fren, don't you dry to work any of your monkey piness on an old soldier like me. Vas I some lunatic any-lums, or a spring chicken dot you dink you can humpug me mit your imitation trash? I know vat I vanta, and don't you make any mistookness. De next time you dry to fool me I schweep de flour mit you. Just put dot in your schmoke and pipe it, old schmardy.'"

A HORSE was never made fat by a single bushel of oats. So one cannot expect great wealth through a single advertisement.—*Herbert Booth King & Bro.*

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

MAY 7TH.

SCHOOLS: MAY 7TH.

KELGUM" TAPE IS THE BEST.

FARMER'S CALL, Quincy, Illinois.

THE HOUSTON POST—All South Texas.

EDUCATIONAL INSTITUTIONS: May 7th.

SCHOOLS COMMENCE ADVERTISING during the month of May.

KNOXVILLE SUNDAY JOURNAL—Circulation guaranteed over 4,000.

THE MAY 7TH issue of PRINTERS' INK will reach nearly 8,000 schools.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

FOR SCHOOL ADVERTISEMENTS: use PRINTERS' INK issue of May 7.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

TO REACH SCHOOLS AND COLLEGES: use PRINTERS' INK issue of May 7.

A NEW WRINKLE in address envelopes, 10 cts. C. DE VOS, Battle Creek, Mich.

ADVERTISING AT YOUR OWN PRICE.—See ad. of "Great West," this heading.

HOME, FARM AND FACTORY, St. Louis, Mo., \$1; 50,000; semi-monthly, agricul.

GRASS VALLEY, Cal. Richest district in the State. TIDINGS (d. & w.) covers it.

SENTINEL, Ionia, Mich. Largest circulation in county. Only Republican paper.

SUNBEAM, Seligman, Mo. F. O. W. Circ'n 1,500 in S. W. Mo. & N. W. Ark. Bates low.

THE MAY 7TH issue of PRINTERS' INK will be sent to 7,500 Schools and Colleges.

FACTORY price. Ship direct. Catalogue free Hulbert Fence & Wire Co., St. Louis, Mo.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

ISLAND REPORTER, Sydney, Nova Scotia. Unique Scotch constituency. Large circ'n.

LYNN (Mass.) ITEM, 8 pages. Average daily circ'n, 8,000. Best advertising medium in the city.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State. (See notice, page 655.)

COLORADO EXCHANGE JOURNAL is the monarch of Western Industrial weeklies, \$3.00 per year. Denver.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

N. B.—VANDERBURGH, WELLS & CO. will remove on or about May 1, 1890, to No. 8 Spruce, near Nassau Street, (Cottrell Building).

FAMILY STORY PAPER—Circ'n larger than any other story paper. \$1.25 per line. JOHN LANE, P. O. Box 626, Trib. Bldg., N. Y.

SHOE DEALERS everywhere read THE BROCKTON SHOE, monthly. Elegantly illustrated. Send for copy. Brockton, Mass.

SAN FRANCISCO BULLETIN—estab. 1853—is the leading evening newspaper of California in circulation and influence. Try it.

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Utah.

TORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario.

PAPER DEALERS—M. Plummer, & Co., of 161 William street, New York, will fill any order for paper—from half a quire to thousand ton lots.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

HALIFAX CRITIC, a Weekly, has the largest circulation of any newspaper printed in Nova Scotia, according to the American Newspaper Directory.

TIMES, Hartford, according to the American Newspaper Directory for 1890, and by general consent, has the largest circulation of any daily in Connecticut.

INTERIOR: Chicago; according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

ATLANTA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

CATHOLIC NEWS: New York City; according to the American Newspaper Directory for 1890, has by far the largest circulation of any religious weekly in all America.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. THE PRESS ENGRAVING CO., 83 and 90 Centre St., N. Y.

THE LARNED (Kansas) WEEKLY CHRONOSCOPE reaches more readers than any paper published in Western Kansas. Business solicited from responsible parties.

DUBUQUE (IOWA) TELEGRAPH. Circulation—Daily, 5,000; Weekly, 10,000. Best advertising medium in Northwestern Kansas. Send for rates. CHAS. E. HALL, Advertising Man'gr.

RICHMOND DISPATCH, according to the American Newspaper Directory for 1890, has the largest circulation of any paper in Virginia both for its Daily and Weekly editions.

THE SUNDAY EDITION OF THE BALTIMORE AMERICAN, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

BUFFALO TIMES, according to the American Newspaper Directory for 1890, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

MARSHALL, Tex., wants a TANNERY and SHOE FACTORY. Inducements offered. Bark, \$3.50 per cord; green hides, 34c. Grounds free. Address R. L. JENNINGS, Marshall, Texas.



**OMAHA BEE**, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

**FREE!** A box, containing 10 varieties of Sea Shells, will be sent free, on receipt of 15c., to pay postage and registry fees. Send for List of Fla. Curios and Plants. **RICHARD SCOTT**, Sarasota Fla.

**JACKSONVILLE TIMES UNION**, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

**CHRISTIAN REGISTER**: Boston, Mass., according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper published in the interests of the Unitarian denomination.

**ARKANSAS METHODIST**, published weekly at Little Rock, has the largest circulation of any paper in the State, according to the American Newspaper Directory for 1890. The circulation is sworn to.

**THE NEW YORK LEDGER** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**POSTEN**, a Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 25,000.

**BUFFALO EVENING NEWS**, according to the American Newspaper Directory for 1890, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

**INDIANA FARMER**: published at Indianapolis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

**HOLY FAMILY**: a Catholic weekly, published in New Orleans; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the South.

**CLEVELAND PRESS**, sworn statement, according to the American Newspaper Directory for 1890, has a larger circulation than any other Daily paper published in Ohio outside of the City of Cincinnati.

**MINNEAPOLIS JOURNAL** is the only daily in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue. (25,500.)

**CHRISTIAN STANDARD**, Cincinnati, weekly, according to Am. Newspaper Directory the leading Christian newspaper and one of the several religious papers exceeding 25,000. Try it. Always full of business.

**ST. PAUL GLOBE**: Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue.

**ACCORDING** to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

**THE NEW YORK SUNDAY MERCURY** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE CENTURY MAGAZINE**, New York, is one of the 37 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE** weekly edition of the **TOLEDO BLADE** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**HATS AND CAPS**, according to the American Newspaper Directory for 1890, the **HAT REVIEW**, a monthly, published in New York City, has the largest circulation of any paper devoted to the hat trade.

**HOUSEHOLD PILOT**, published at New Haven, a Monthly, has more than four times the circulation of any other periodical printed in Connecticut, according to the American Newspaper Directory for 1890.

**CHARLESTON, S. C. THE NEWS AND COURIER** has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

**IPPINCOTT'S MAGAZINE**, Philadelphia, Pa., is one of the 37 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORK MORNING JOURNAL** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**LONDON DAILY FREE PRESS**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. **GEO. P. ROWELL & CO.**

**THE Weekly Edition of THE TORONTO MAIL**, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. The Mail, Toronto, Can.

**GOSPEL BANNER**, Augusta, Me., leads in general circulation all religious publications of Maine, New Hampshire, Vermont and Connecticut, and reaches more Universalists in those four States than any religious weekly.

**HOME AND FARM**: a semi-monthly, issued at Louisville, Kentucky; has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

**THE** price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce Street, New York.

**ORCHARD AND GARDEN**: a monthly, published at Little Silver, in the State of New Jersey; has, according to the American Newspaper Directory for 1890, very much the largest circulation of any agricultural paper issued in the State.

**LUMBER**: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

**THE SATURDAY GLOBE**, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**PATRON'S GUIDE**, Port Huron, is the only paper in Michigan, outside of Detroit, that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue. Actual circulation, April 1, 60,000.

**FARM POULTRY**, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

**PITTSBURGH DISPATCH**, Sunday edition, according to the American Newspaper Directory for 1890, sells more than 30,000 copies regularly—a larger circulation than that of any other Daily or Weekly in the State of Pennsylvania west of Philadelphia.

**WELSH**: of all the newspapers in the United States printed in the Welsh language the largest circulation, according to the American Newspaper Directory for 1890, is possessed by **Y DRYCH**, a weekly published at Utica, N. Y. Circ'n over 10,000.

**ALABAMA CHRISTIAN ADVOCATE**, the organ of the Methodist-Episcopal Church (south), a weekly, published at Birmingham; has, according to the American Newspaper Directory for 1890, the largest circulation of any religious newspaper printed in the State.

**MEMPHIS AVALANCHE**, Weekly edition, according to the American Newspaper Directory for 1890, has a larger circulation than any other secular paper printed in Tennessee, and its Sunday edition is also larger than that of any other Sunday paper in the State.

**THE TOLEDO DAILY BLADE** now has an average circulation of 12,000, reaching some days of each week 13,700. This is a larger circulation than all other Toledo Dailies combined, and the largest circulation of any daily paper in Ohio outside of Cleveland or Cincinnati.

**FRENCH**: of all the papers published in the French language in British North America, or in all America for that matter, the largest circulation, according to the American Newspaper Directory for 1890, is possessed by a daily issued at Montreal, P. Q., called **LA PRESSE**.

**LAKE CHARLES AMERICAN**, a Weekly, has by far the largest circulation of any paper in Louisiana outside of New Orleans, and is exceeded by but one weekly in the State, according to the American Newspaper Directory for 1890. Special terms for space to large advertisers.

**JUDGING** from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce Street, New York.

**THE BIRMINGHAM AGE HERALD** has a considerably larger issue than any other Daily published in Alabama, and the **WEEKLY HERALD** has more than three times the circulation of any other Alabama weekly, according to the new edition of the American Newspaper Directory for 1890.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,650 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

**SOUTHERN CHRISTIAN ADVOCATE**: published at Columbia; has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address **CHARLES A. CALVO, Jr.**, Columbia, S. C.

**TEXAS FARM AND RANCH**: a semi-monthly published at Dallas; has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern office, 119 Potter Building, New York. J. C. BUSH, Manager.

**JOURNAL OF AGRICULTURE**, weekly. Guaranteed and sworn circulation 45,000 weekly. 2c. per square line. Send for sample copy. **Journal of Agriculture**, St. Louis, Mo.

**THE ARGONAUT** is the only High Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

**THE TEXTILE INDUSTRY** is probably the largest manufacturing interest in this country, directly covered by one journal, **THE TEXTILE MANUFACTURING WORLD**, of Boston, with its sworn circulation of 10,000, far exceeding all rivals, affords the means of covering this field completely. Send for rates and evidence of other people's experience in Textile advertising.

**ADVERTISING IN GERMAN NEWSPAPERS** throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by **GEO. P. ROWELL & CO.**, 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

**ONE** of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

**A TWO-LINE SPECIAL NOTICE** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 Schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$2 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce street, New York.

**A FIVE-LINE SPECIAL NOTICE** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 Schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$5 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce street, New York.

**A TEN-LINE SPECIAL NOTICE** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 Schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$10 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce street, New York.

**A QUARTER-PAGE ADVERTISEMENT** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 Schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$50 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce street, New York.

**A FULL-PAGE ADVERTISEMENT** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 Schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$200 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce street, New York.

**LAWYERS ARE BUYERS.** The National Reporter System, published weekly, has, according to the American Newspaper Directory for 1930, the largest circulation of any of the law journals—more than half as large as all others combined. Guaranteed \$10.00 weekly. For advertising, address S. C. WILLIAMS, Room 42 Tribune Building, N. Y. City.

**A HALF PAGE ADVERTISEMENT** inserted in the four issues of **PRINTERS' INK** for the month of May 7, 14, 21 and 28 will reach the eye of 30,000 schools, Colleges, Seminaries, Academies and HOTELS, at a total cost of \$100 for the four insertions. Copy for advertisement must reach the office one week before the day of publication. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce street, New York.

**BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM** are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1930 accords a regular circulation of more than 15,000 copies each issue. The ITEM is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

**ADVERTISING AT YOUR OWN PRICE.**—THE GREAT WEST, organ of the Alliance of Minnesota and the Dakotas, prints 10,000 copies each week, with occasional issues of from 5,000 to 10,000 extra. Any reasonable offer will be accepted for trial advertisements, but no proposition will be entertained to run more than 13 times, except at full rates. The rate for one inch space, 13 times, is \$18.20. *Make us an offer on your advertisement.* THE GREAT WEST circulates among a thrifty class of readers, and will pay any advertiser who has a good article for sale at a reasonable price. Address J. L. STACK & CO., St. Paul, Minn.

**ALLEN'S LISTS.** Out of twenty-seven newspapers credited with regular issues exceeding 150,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's Lists. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1930 there would appear to be more than a million copies of these various low priced family magazines issued every month from the State of Maine.

**TO REACH THE HOTEL MEN OF AMERICA.**—The latest edition of the Official Hotel Directory of the United States, often called "The Hotel Red Book," contains a list of 22,500 hotels in the United States and Canada. For the purpose of attracting the attention of the proprietors of these hotels to the merits of **PRINTERS' INK**, as a guide and instructor in the art of advertising and thus inducing subscriptions, a sample copy of the issue of May 14, 21 or 28, will be sent to every name on this list. To one-third May 14; to one-third May 21, and to the remainder May 28. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**TO THE LOCAL EDITOR:** Every advertiser ought to subscribe for **PRINTERS' INK**. The subscription price is \$2 a year. It is worth the money. It is published weekly. If there are any persons in your neighborhood who are interested in advertising, we advise you to secure their subscription for **PRINTERS' INK**, and collect the money, \$2 a year for each subscription. You can keep the money—put it in your own pocket—and may pay for the subscriptions by causing an advertisement of **PRINTERS' INK** (which we will send you for the purpose) to be inserted in your paper. In this way you can secure a cash advertising order, do a service to your neighbor (who is or ought to be interested in advertising), and advance the interests of advertising generally. Address GEO. P. ROWELL & CO., Publishers of **PRINTERS' INK**, 10 Spruce St., N. Y.

**TO REACH 7,500 Schools and Colleges.** The American College and School Directory for 1930 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the principals; also a list of the various schools of science, theology, law and medicine. A careful estimate places the number of names in the Directory at 7,500. For the purpose of inducing subscriptions, a sample copy of **PRINTERS' INK**, of the issue of May 7, will be sent to every institution named in this list. The principals of many of these schools and colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of **PRINTERS' INK** will reach these advertisers about the time when they are deciding which mediums to use. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**THE EVENING WISCONSIN** of Milwaukee has established a branch office in New York, at No. 10 Spruce St., and has placed in charge of its office Mr. Chas. H. Eddy. Mr. Eddy is a salaried employee of the **EVENING WISCONSIN**, and will make it his business to represent the advertising department of the paper and give rates for advertising, the same as is done at the Home Office in Milwaukee. Advertisers and advertising agents can deal direct with the Home Office or the New York Branch, as they may elect. All accounts with advertisers and advertising agents will be kept at the Home Office, as heretofore. The **EVENING WISCONSIN** has been led to this step in order that its claims might be represented in person by an employee, who is acquainted with its claims and advantages as an advertising medium. Our representative will make calls upon any who may notify him of a desire to do business, or to make inquiries as to the circulation and character of the **WISCONSIN**. The **EVENING WISCONSIN** ranks as one of the first-class newspapers of the country. It has the reputation of being THE BEST AFTER-NOON PAPER PRINTED IN THE UNITED STATES. In its dealings with advertisers it aims to give good value for its charges, and to make its charges uniform for the same service. In this regard its business method is exceptional. Possibly it may not be the best method by which to do business; but it is the rule of the office, and no one is allowed to deviate from it. Files of the **DAILY** and **WEEKLY WISCONSIN** will be kept at the New York Branch Office, and may be inspected at all times by those using its columns. CRAMER, AIKENS & CRAMER.

#### WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

#### FOR SALE.

**FOR SALE**—Newspaper and job property, in Michigan, \$3,000, all cash. Pays 60 per cent. on investment. Address "MICHIGAN," care **PRINTERS' INK**.

**TWO** Printing Offices for sale. Worth \$6,000 and \$1,000. Liberal terms. Must sell one. Lock Box 35, Ypsilanti, Mich.

**FOR SALE**—TWO HOE PRESSES, with Dexter folders attached. We are to put in a perfecting press, and will sell these two double-cylinder presses, with the folders, at a bargain. The sizes of bed are 28x41, suitable to print an 8 col. folio, 23 in. to col., 18 em wide, and 31x50, suitable to print a 6 col. quarto. Will sell either outfit separate. For further particulars, address **EVENING EXPRESS PUBL. CO.**, Portland, Me.

#### WANTED.

**BOOKS WANTED.**—Press copies and old books, in large or small lots, bought. Address F. P. HARPER, 17 East 19th st., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 20 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, APRIL 23, 1890.

THE next issue of PRINTERS' INK (April 30) will exceed 25,000 copies.

MIXING up various kinds of display type in an advertisement is a pretty sure way of making it unreadable. The advertiser's object should be to see how little display type he can get along with, rather than how much.

It is very easy to say to the advertiser, "Make your advertisements interesting." One might as well advise the aspiring novelist to produce a book that will sell, or the inventor to invent an article that people need. This is the goal toward which all advertisers, authors and inventors are constantly struggling. If they do not reach it, it is not because they do not try, but because they do not know how. Success in any field of labor rests in the "know how."

THE *Ladies' World* makes the assertion that "a million male readers are not worth as much to the advertiser as half that number of ladies." Similar statements have been made by acknowledged literary authorities who have said that the novel-reading class of the present day is almost exclusively made up of women. That women have more leisure for reading is admitted, but that they take a more active interest in the news of the day, and that they constitute the great class of newspaper readers may reasonably be doubted. Whether women or men are the larger class of buyers through advertisements depends altogether upon the nature of the article that is offered for sale.

THE advertising managers of the New York theaters have formed an organization for social purposes, which will be known as the "Theatrical Agents of America."

MR. MAX H. FISCHER, the Eastern representative of the St. Louis *Post-Dispatch*, Kansas City *Globe*, Minneapolis *Tribune* and other Western papers contributes to this issue of PRINTERS' INK an article on "Mathematics in Advertising." Mr. Fischer is known as an unusually rapid calculator on prices for advertising, and advertisers who desire to save time in this branch of their business may find his suggestions of value.

At the third annual meeting of the Association of General Newspaper Advertising Agents, at the Astor House, on Thursday, April 17, a committee to whom had been intrusted the duty of investigating the character and standing of Mr. Geo. A. Foxcroft, an advertising agent doing business in Boston, reported that he controls "a good line of business, is in good credit, pays promptly," and requested that his name be added to the list of advertising agents eligible for membership in the Association.

THE following curious order has been sent out extensively to newspapers, and has been forwarded by one publisher to this office:

NEW YORK, datum of postage stamp.

We intend to use your paper for our regular publications, provided that you allow us the highest discount. For the present we give you a three months' order for the two advertisements annexed. If your terms be advantageous for us, we should be induced to give the order for a year. We request you to place them to our best advantage on the space of about 10 to 12 lines of one column. Each advertisement is to appear once a week, but not in the same number. Should your paper be published weekly or monthly, you might place them both in one number, but on different pages. You will please send us the copies containing the advertisements. Bill will be settled after the order has expired.

It may be added that the advertiser who sends out this singularly unbusinesslike proposition has his answers addressed to the general delivery, New York City, and his office address cannot be obtained. When an unknown advertiser appears so willing to buy a newspaper's space on its own terms, and in the same breath announces that the bill will not be paid until the order has expired, there is but one conclusion to be drawn.

A WESTERN paper lately issued a special number, the pages of which were printed half in red and half in blue ink. This combination of colors had a somewhat curious effect: a patent medicine advertisement appearing, for example, with one of its "before and after" cuts printed in blue and the other in red.

MR. JULIAN RALPH seems to have taken offense because an advertisement of his bright little weekly was refused by a contemporary. In speaking of this he says:

There used to be a vague and foggy story of some English newspaper that gained fame and fortune by refusing an advertisement for which \$1,000 was offered, the ground for the refusal being that the advertisement was not fit for that paper's columns, or something of the sort. The managers of the *New York Weekly* have just refused an advertisement of *Chatter* at \$2.50 a line, on the ground that it would not be good business policy to acquaint their readers with so good a paper selling at so low a price as this.

Rejecting an advertisement, even for so large a sum as \$1,000, is not nearly so rare or remarkable an occurrence as Mr. Ralph seems to imagine. It should not be thought that every advertisement that is sent to the business office of a newspaper is inserted any more than that all the contributions that are sent to the editor are published. Declining matter that is for any reason considered undesirable or objectionable is a common practice in both departments. There are, moreover, papers which do not insert any advertisements whatever, the *New York Ledger* having been until lately a leading example of this kind. The papers that do not accept advertising are largely class publications, and are not so few in number as might be supposed. In New York City alone there are nineteen such publications.

#### A TECHNICAL POINT.

CASSVILLE, Mo., April 1, 1890.

Editor of PRINTERS' INK:

If we had to abbreviate the possessive plural of "company," how should it be printed? Co's, Co's., Co.'s, or how? How abbreviate the singular possessive of company and how companies? By answering above either by letter or through PRINTERS' INK, you will confer a favor and decide a controversy.

GEO. E. HARRIS.

The point involved is a technical one, and in order that the question might be authoritatively answered, it was referred to Mr. Theo. L. De Vinne, of the De Vinne Press. The rule of this well-known establishment is to

print the possessive singular of the word thus: Co's, although the strict logical rendering would be Co.'s. In the first form given the apostrophe is made to do a double duty, both indicating the possessive case and the elimination of some letters. In regard to abbreviating the possessive plural of the word, it was thought that a precisely parallel case had never before presented itself, but the various De Vinne proof-readers agreed that the following would be the correct form: Cos.'—[Ed. PRINTERS' INK.]

#### BICYCLE ADVERTISING.

AMERICAN MACHINE CO.,  
Manufacturers of Hardware Specialties,  
PHILADELPHIA, March 22, 1890.

Geo. P. Rowell & Co.:

Being regularly readers of your valuable paper for advertisers, PRINTERS' INK, we enclose herewith an advertisement clipped from the April number of the *Cosmopolitan*, which seems to us very striking, and which may be of interest to some of your other readers. It may be that the advertisers consider themselves well enough known, that at the mere mention of their name on an envelope would be sufficient for the Post Office Department to find them, at the same time we should suppose that almost all advertisers would find it an advantage to put their address in their advertisements. AMERICAN MACHINE CO.,

Emil P. Albrecht.

The advertisement referred to in the above communication ran as follows: "American Cycles, all styles and prices; 64-page catalogue on application. Gormully & Jeffery Mfg. Co., largest American manufacturers." The trade in bicycles and similar machines is seldom conducted directly between the manufacturer and the purchaser. It is mostly done through local dealers and agents. The prospective purchaser of a bicycle naturally desires to see and personally examine the machine on which he is to risk his limbs, perhaps his life. A visit to the manufacturer being generally impracticable, agencies where the machines may be seen have been established all over the country. The direct trade being discouraged, the manufacturer devotes his advertising mainly to an effort to impress the name of his goods upon the minds of those likely to buy a bicycle or tricycle, and by this means create a demand. This explains why a certain machine may be advertised without giving the address of the maker; yet, after all, it would seem that if a catalogue is offered, the public should be told where to apply for it.—[Ed. PRINTERS' INK.]

## Correspondence.

## MORE ABOUT BOOK ADVERTISING.

THE TORONTO MAIL,  
Toronto, April 8, 1890.

## Editor of PRINTERS' INK:

I read with much interest, in your last issue, the letter of Mr. Morrison, manager of the "Best" Tonic, because I recognize in him a type of a large class of advertisers who, after making one effort with the newspapers, adopt some other method of advertising, and, by dogged perseverance, force that method to bring the desired results. They ever afterwards cite their own example as proof of the inferiority of newspaper advertising as compared with their special method.

In the first place, Mr. Morrison says: "January, 1889, I was put in charge of a proprietary article of merit, and went sailing a sea without chart or compass."

A very good effort had already been made to bring the "Best" Tonic into public favor by newspaper advertising, but time was not given to work out results, or repetition sufficient to force the public consumption. This was not a fair test of newspaper advertising, especially upon an article which Mr. Morrison proves in his letter took the most determined, successive and accumulative work by his own method to place properly on the market. I give the results of his experiments in his own words:

First: "I put out one hundred thousand books and saw no returns."

Secondly: "Put four hundred and fifty thousand in February, still no satisfactory return." March 1st: "Put out one million books; then things began to brighten up."

We must also bear in mind that the book distribution had the full benefit of the previous newspaper advertising. I claim that had Mr. Morrison made up his mind as decidedly that newspaper advertising would pay, and had he gone into it with the same ability, and vigor, and determination to succeed, he would have made as great if not greater ultimate success. In estimating the cost of this system of advertising, does Mr. Morrison make due allowance for expenses of the book-delivery department, as my experience in that line proved to me the cost of proper delivery was the principal item. I have experimented in almost every style of advertising, and have found in all of them profit when properly managed, but must say that large circulation newspapers have been the most certain in their results, and yielded the greatest returns for the amount of money invested.

The difficulties that I found in the book system were various. There are two ways of distribution: first, by mail; second, by special carrier. The first method is used by a large number of manufacturers of proprietary articles, and with a fair amount of success. Where addresses are sufficient and right, a large proportion of the books will reach residents in towns and cities fairly well; in country post-offices they almost invariably miss their mark. A peep into the interior of a country post-office will at any time reveal heaps of these books piled up in the various corners of the room waiting to be asked for by the parties to whom they are addressed, and who not knowing that they are there will never ask for them. A knowledge of the system adopted in the country post-offices would show advertisers the impossibility of getting their printed matter into the hands of consumers in this way. The country post-master hands out just

what is asked for and no more, and nobody asks for the advertising book, for the reason that nobody knows that one has come to his address. Delivery by special carriers may be accomplished either at moderate expense by throwing pamphlets into a doorway or a yard and hurrying on to the next place, or they may be delivered more carefully by ringing the door bell, waiting for the door to be answered and then handing them in; the difference in expense is considerable, but the best way is the cheapest in the end. The reception which the pamphlet meets with in ninety-nine cases out of one hundred is not such as would warrant anticipation of great success. Test it yourself—watching the life of the next pamphlet delivered at your door; that is, if you can get a sight of it. In the first place, it is received with scorn by the servant who has been called from her work to take it in; she probably throws it in the fire, or on the floor, for that reason; possibly it escapes so far as to be thrown on the hall table. Its chances of life there are small; in the eyes of the good housewife it is litter. Still, it may be rescued by the children on account of the pictures; with them it takes its chances of scissors or the waste basket.

What portion of them reach their intended destination? Compare this with the treatment of the newspaper, and I think that even Mr. Morrison will be satisfied. It is asked for if not seen; read by at least half the household; discussed by all of them.

The advocate of pamphlet distribution may object that his advertisement would be so small a part of the newspaper that it would not effect the general reader. In reply I would say if he cannot condense what he has to tell the public into a small space, but needs half a book to tell it in, let him use the same amount of space in the newspaper. Make the paper almost his own for the day. Of course the newspaper will contain reading matter alongside the advertisement, and it might be objected that, being more interesting, it will be read and the advertisement neglected, but such is the case also in most of the successful advertising pamphlets; half the contents are miscellaneous reading matter, tables, calendars, etc., and the advertising has to take the same chances of being read there.

Let Mr. Morrison compare the cost of the insertion of the same amount of advertising matter in newspapers which would give him a circulation of 8,690,000 one issue, and place it alongside the price that his pamphlets and their delivery cost, and I think that he will be surprised. I will not ask him to make any allowance for the six million pamphlets that never reach their destination.

THOMAS W. DYAS.

## THE PEDDLING QUESTION.

GEO. DALE, MANUFACTURER BRILLIANTINE MAGIC POLISH,  
WEST CHESTER, Pa., April 14, 1890.

## Editor of PRINTERS' INK:

Through the courtesy of Mr. E. C. Allen, I was presented with PRINTERS' INK for a year, and have derived much information from its pages of practical value. Being an advertiser in a small way, and also interested in the newspaper business, the article on "Peddling vs. Printers' Ink" interested me. I think the *Merchants' Mail* unnecessarily severe in its denunciations of the peddler and the manufacturers that employ peddlers. Many of the concerns employing peddlers spend large sums of money in advertising in newspapers, magazines, etc. They have large buildings, employ thousands of hands, pay

city and State taxes, the National Treasury receives thousands of dollars yearly from the tariff tax on imports used in the demands of their trade, millions of dollars are spent in the purchase of domestic goods for their consumption. Their employees spend their earnings with the local merchants, and thus trade is increased. Peddlers benefit the hotels and boarding houses, and in many instances help the city's exchequer by being compelled to pay a borough or city tax.

Many useful articles are first introduced to the public by peddlers that would have otherwise remained unknown. Numerous small manufacturers have risen to prosperity and are now enabled to spend large sums of money with newspapers, etc., and thus bring rich gain to their coffers.

Several instances have come under the writer's notice where merchants refused to handle a certain line of goods. The manufacturers sent out agents; the goods were sold from door to door; the people used the goods and when out made inquiries for them at the dealers. The consequence was, the dealers were obliged to lay in the goods. The manufacturers after the goods were introduced called in their agents, and the dealers have since been selling the goods and making money off the transaction.

In conclusion, I think the average peddler is no more discourteous than the newspaper canvasser, and by the way, who depends more on peddling for success than the newspaper? Is not the *Merchants' Mail* willing to increase its circulation by being peddled?

GEO. DALE.

#### THE CHEAP MAN FOR THE CHEAP PLACE.

INTERNATIONAL PUB. CO.,  
BURLINGTON, VT., April 11, 1890.

Editor of PRINTERS' INK:

We admire Mr. Hallock's devotion to the best interests of advertisers, but must disagree with his advocacy of display advertisements in a regular newspaper. It is nothing less than a great shadow, obscuring all other advertisements and rendering them valueless. The pages and columns of a newspaper should alone govern the prices. The cheap man for the cheap page and the liberal man for the reserved seats. We think that no first-class newspaper in the near future will admit of being used as a bill poster.

ELIJAH E. KNOTT, Manager.

#### THE ORIGINATOR OF "THE CO-OPERATIVE PLAN."

ADVERTISING DEPARTMENT,  
CHICAGO NEWSPAPER UNION,  
CHICAGO, Ill., April 12, 1890.

Editor of PRINTERS' INK:

I notice several letters recently published in your issues upon the subject of the originality of auxiliary sheets. The idea of supplying half prints, or supplements, composed entirely of reading matter, for the use of newspapers generally, dates back beyond the recollection of the oldest inhabitant. Auxiliary, or co-operative newspapers, as they are now called, are half prints of newspapers that contain a limited amount of general advertising, which is contracted for and inserted by the owners of the different lists. The idea of co-operative newspaper advertising, which gives advertisers the advantage of having their advertisements inserted in a large number of papers by a central office, at a very reason-

able expense; with a view of reducing the cost of the sheets to the local publisher, was originated by A. J. Aikens, of the firm of Cramer, Aikens & Cramer, publishers of the *Evening Wisconsin*, at Milwaukee, in the year 1864, and Milwaukee advertisers were the first in this country to be offered advertising upon what is now termed the co-operative plan. I have in my possession copies of papers issued from the above named office during the years 1864 and 1865, which contain from three to four columns of exclusively Milwaukee advertising. I claim, and am prepared to prove beyond question, that the credit of inventing the present co-operative system of advertising is entirely due to Mr. A. J. Aikens, all assertions to the contrary notwithstanding. C. E. STRONG, Manager.

#### AN IMPORTANT OMISSION.

ADVERTISING DEPARTMENT,  
THE ELGIN EVERY SATURDAY,  
J. K. LEBARON & Co.,  
ELGIN, Ill., April 11, 1890.

Editor of PRINTERS' INK:

My attention has been called to the item copied by you from the *Peoria Transcript* and commented on in your issue of March 12, page 472. As a member of the committee on foreign advertising, from whose report the *Transcript* misquotes, permit me to say that, owing to the omission of the words, "per hundred circulation," the *Transcript* makes the whole scale of rates absurd. The committee recommended the following minimum scale of rates:

Circulation.	Annual Rate per inch per 100.
Papers of less than 1,000.....	65 cents.
" " 1,000 to 1,500.....	50 "
" " 1,500 to 2,000.....	35 "
" " over 2,000.....	20 "

So, instead of recommending a paper of 1,000 circulation to charge 65 cents an inch it was urged to charge not less than \$6.50.

It is evident, as you suggest, that the *Transcript* reporter didn't know what he was about. Please make this correction, and oblige  
J. K. LEBARON.

#### THE RIGHT TIME AND PLACE.

A Pure and Perfect Soap For Babies.  
LINDLEY M. ELKINTON'S Palm, \$1.25 per dozen. See advertisement before marriages.

Editor of PRINTERS' INK:

The inclosed advertisement, clipped from the *Public Ledger*, Philadelphia, of this date, struck me as being very good. Evidently Mr. Elkinton, who is a very stanch member of the Society of Friends, had no intention of anticipating the wants of the newly married by calling attention (before marriages) that his palm soap, at \$1.25 per dozen, was a "Pure and perfect soap for babies."

Evidently the advertiser has caught on to the idea of the advertising agency of N. W. Ayer & Son in regard to the "proper time" and the "right place" to put an advertisement.  
G. W. SMITH.

WHEN the tongue of trade is coated, when the eyes and limbs of the clerk are dull and languid, when the raging fever tackles the empty vitals of the till, when the spider roots in the cash box and bouquets of decay are on the chandeliers, it is conclusive that the advertising doctor has not been consulted.—*Tilsonburg (Ont.) Observer*.



## Miscellanies.

'Here is a sketch," said the poet,  
Unto the editor gay,  
"That I tossed off in an idle hour,  
To while the time away."  
"Here is a club," was the answer,  
In a bland and smiling way,  
"With which I frequently toss me off  
Six poets in a day."—*Ex.*

Hogg was only a fourth-rate poet, but he is the only literary man who ever had a pen named after him.—*Puck.*

Chicago Girl—I wish you New Yorkers would give us Chicago girls a rest.

Reporter—What kind of a rest?

"A foot-rest."—*Yonkers Statesman.*

Editor—You said in your report that "the table groaned under the weight of the edibles." Is that word groaned used advisedly?

Reporter—Yes, sir; the young wife had just placed a plate of her first biscuits on the table.—*Yonkers Statesman.*

"Thunderation, Lyons," said the editor to the foreman, "you've got this obituary note nicely mixed."  
"Have I, sir?"

"Yes, you have. You say that the deceased was six years of age, and leaves a wife and fifty children."—*Pictorial Weeklies.*

Parrott—I'm thinking of starting a paper whose mission will be to fight all our modern corruptions and abuses and frauds—but I don't know what name to give it.

Wiggins—Call it the *Earth*.

Parrott—Why?

Wiggins—Because it will be one everlasting bawl!—*Life.*

Weeping Spouse—I shall erect a monument to you, dearest, when you are gone. I shall have "Loving Husband" engraved at the bottom of the column.

Dying Advertiser—Good Heavens, Pauline, that will never do! Top of column, eighth page, next reading matter—or—I refuse to die!—*Dry Goods Chronicle.*

Poor Man (dolefully, to himself)—Oh, if I only had capital! Look at this in the paper: "Big chance for small capital. A fortune in a year." My! My! See the chances there are for a man with a little money.

Rich Man (gleefully to himself)—That "Big chance" advertisement of mine is a daisy. Caught ten suckers already this morning, and got the cash. I'll light out to-night.

Millionaire—You ask for the hand of my daughter. You are a journalist, I believe, and journalists, I am told, can scarcely earn their salt.

Young Editor (with dignity)—You mistake, sir. I am not a journalist; I am a newspaper man.

Millionaire—Oh! Keep a news-stand, I presume. Good paying business. Take her, my son, and be happy.—*Orange (Cal.) Post.*

The poor editor was dying, and as the doctor placed his ear to the patient's heart, he sadly muttered, "Poor fellow! Circulation has gone." The editor raised himself up and gasped, "Tis false! We have the largest circulation in the country!" Then he sank back upon his pillow and died with a triumphant smile upon his face. He was consistent to the end.—*Ex.*

Humorist (in furniture store)—I wish to get a writing table.

Furniture man—Yes, sir; William! Show the gentleman those chestnut writing desks.—*New York Weekly.*

"What information do you wish?" asked the man of the reporter.

"Had I known I would not be seeking an interview with you," replied the reporter, and left the room by special request.—*West Shore.*

"Confound a printer, anyhow!"

"What's the matter?"

"Why, I wrote a sonnet to my fiancée's 'Wee Foot,' and they've printed it 'Web Foot.'"—*Harper's Bazar.*

The Albion *Blizzard* says S. D. Sawdy, of that place, subscribed for the paper and the first time the paper came Mrs. Sawdy presented her husband with a nine-pound boy. The editor this week says: "Who says the *Blizzard* is not influential?"—*Ex (Pa.) Herald.*

No Disguise Needed—The Associate editor: Well, Tom, did you go to the masquerade ball last night?

The Interviewer—I did.

The A. E.—As what?

The I.—I went in my every-day clothes as a pump.—*Baltimore Free Press.*

The editor of the *Compton Independent* says he works so hard that he has to wear a long-tail coat to conceal the result of his labor. We would suggest to the editor of the *Compton Independent* that he either quit working so hard or get a cushion for his easy chair.—*Orange (Cal.) Post.*

Managing Editor (to proofreader)—How did you manage to let this grammatical error go in?

Proofreader—That's copy.

M. E.—Copy be—. If editors were grammatical we'd have no use for proofreaders.—*Union Printer.*

Office boy (to editor of the *Eagle-bird*)—A policeman was in here just now, and subscribed for a year.

Editor—That's good! He paid full rate, I suppose?

Office Boy—No, sir; he said we'd have to give him club rates.—*Light.*

Advertising Clerk—Your advertisement begins: "Wanted, a silent partner."

Patron—Yes, that's it.

Clerk—Do you wish it placed under "Business Opportunities" or "Matrimonial?"—*New York Weekly.*

Caller—Is the editor in? I wish to see him about a little bill.

Valuable Boy—To collect or pay!

Caller—To collect.

Valuable Boy—He's out, and won't be back for a month.—*The Lounger.*

Stranger (at newspaper office)—Here is a health article on fresh air, telling people about the dangers of impure air and the necessity of keeping windows open at night, besides opening the doors and ventilating the rooms several times during the day. I hope you will print it.

Editor—Certainly, sir; I'm always glad to be of service to humanity. Much obliged. It will be in to-morrow.

Same Stranger (in drug store)—I am agent for Dr. Cureall's cough, cold and catarrh eradicator, and I advise you to lay in a big stock.—*New York Weekly.*



## ORIGINAL IDEAS.

If you would advertise and make it pay, you must be right up and coming all the time, with your ears and eyes wide open and all your wits about you. The reason that some advertising does not pan out nowadays is because every new thing which meets with half decent success has immediate and wholesale opposition by imitative jumpers-up-behind. One live Yankee began to advertise three-dollar shoes, when, whew! the papers were fairly black with the advertisements of envious rivals, all with three-dollar shoes. Same way with three-dollar pants. C. K. Curtis made a huge success of the *Ladies' Home Journal*; then every Jimmy, John and Tommy tried his hand at the idea and got left. F. C. Allen made a fortune out of the chromo premium scheme. Hundreds thought they were just as smart as he; perhaps they were, but it's funny they are all out of it now, while F. C. A. has the whole field to himself.

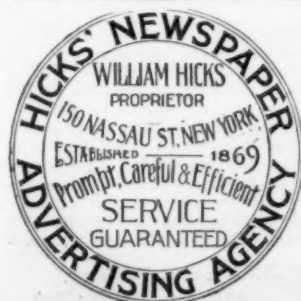
If you ever get a good thing in advertising keep your mouth shut and work it for all it's worth. You will not have a monopoly long, rest assured. Success at advertising depends, first, on the article; second, selection of mediums; third, the advertisement itself.—*Agents' Guide.*

## The Shoe and Leather Reporter.

The National Journal of the Shoe and Leather Trade of the United States.  
PUBLISHED EVERY THURSDAY,  
simultaneously in Boston, New York and Philadelphia, with branch office in Chicago.  
Price, \$3.50 a Year.

## Business Men, Students, and Brain Workers,

Who suffer from prostration and debility, difficulty in recalling names or dates, languor, easy fatigue, incapacity for mental application, weakness of the organs, with deficient or feeble powers, loss of vital fluids, etc., brought on by overwork, mental effort, or excesses, should enclose stamp for pamphlet describing Dr. FRANCIS BOUDALT'S FRENCH PREPARATION—a guaranteed cure. Address JNO. B. HURTY & CO., Wholesale Druggists, 322 Light st., Baltimore, Md. Estab. 1850. [✓] This firm is reliable. Mention this paper. [✓]



Low Estimates. Careful Service. Reliable Dealings. DODD'S Adv'g Agency, 265 Wash'n St., Boston

## AMERICAN NEWSPAPER DIRECTORY.

When in Europe last year the writer called on the leading Foreign advertisers. \* \* \* They spoke in the highest praise of Geo. P. Rowell & Co's American Newspaper Directory, which they said was "infallible" as regards its ratings of newspapers, and "had not only earned lots of money for them, but saved them as much more by its correct ratings. They would not be without it for its weight in gold."

These were the sentiments of such colossal foreign advertisers as Pears' Soap, Beecham's Pills, Epps' Cocoa, Chocolate Menier, etc., etc., who spend millions annually in advertising. And the same opinion is held by all the great advertising houses of America, who spend fabulous sums every year in the highest-priced papers.—*Philadelphia City Item*, April 7, 1890.

## THE \$3 LIST!

## Bargains in Advertising IN Daily Newspapers

IN  
Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the entire list including 254 Dailies and 232 Weeklies, costs \$600. [✓] For three months, \$1,800, less 10 per cent., or \$1,620 net. The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and prompt insertion is guaranteed.

For any selection of less than 50 of the papers approximately low figures will be given on application.

**The List will be sent FREE!**

Upon application to  
GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 Spruce St., New York.

## TO REACH THE 22,500 HOTEL MEN OF AMERICA.

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The latest edition of the Official Hotel Directory of the United States—"THE HOTEL RED-BOOK"—contains a complete list of all the hotels in the United States and Canada.

For the purpose of attracting the attention of Hotel Proprietors to the merits of PRINTERS' INK, as a guide and instructor in the art of advertising—and thus inducing subscriptions—a sample copy of the issue of May 14th, 21st or 28th will be sent to every Hotel on the list;—to one-third May 14th; one-third May 21st, and to the remainder May 28th.

HOTEL PROPRIETORS are believers in advertising! Many of them find it necessary to advertise the attractions which they can offer to the public as desirable summer resorts.

The month of June is the time when most of the hotel advertising is done. Hotel advertisements, like those of schools, theatres, railroads, steamboats and some others, possess a special value to newspapers; because the information that they convey partakes largely of the character of news. Many newspapers make it a point to secure advertisements of this sort by special rates and other inducements.

An advertisement setting forth the merits of a first-class newspaper and appearing in the special issues of PRINTERS' INK for May 14th, 21st and 28th will be seen by every hotel man in North America and will be likely to attract favorable notice from many.

Orders for advertising in the above-named special issues of PRINTERS' INK are solicited. The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50; last page, \$100; page next to the last page or first following reading matter, \$75. Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

Copy for advertisements must reach the office one week before the day of publication.

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## To Reach the Schools and Colleges of America.

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The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the Principals; also a list of the various Schools of Science, Theology, Law and Medicine. A careful estimate places the number of names in the Directory at 7,600.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list.

The principals of many of these Schools and Colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York.

# THE HOUSEWIFE



Handsomely Illustrated and de-  
voted to

Fiction,  
Fashion,  
Flowers,  
Fancy Work,  
Home Decoration,  
Art Needlework,  
Stamping,  
Painting,  
Designing,  
Cooking,

Housekeeping,  
In short, everything pertaining to  
Woman's Work and  
Woman's Pleasure.

## THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders NOW and get the benefit of the present low scale of prices.

**PRESENT ADVERTISING RATES.**—Ordinary displayed advertisements, **80 cents** per agate line.

**DISCOUNTS.**—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines). **\$100.00**;  $\frac{1}{2}$  page (340 lines), **\$175.00**; 1 full page (680 lines) **\$300.00**.

**COVER DISCOUNTS.**—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible  
Advertising Agency.

Greatest Family Papers on Earth.



**Sworn Circulation of the ELMIRA TELEGRAM for the First Three Months of 1890:**

*State of New York, Chemung County, ss.:*

I hereby certify that the following is a correct transcript from our books and records, showing the bona fide circulation of the TELEGRAM for the first three months of the year 1890:

January 5.....	170,752	February 23.....	176,720
January 12.....	166,272	March 2.....	171,678
January 19.....	168,305	March 9.....	176,220
January 26.....	161,920	March 16.....	178,660
February 2.....	165,045	March 23.....	182,367
February 9.....	168,358	March 30.....	182,887
February 16.....	172,925		

AVERAGE CIRCULATION PER SUNDAY,  
172,470 Copies.

H. S. BROOKS, Manager.

Sworn and subscribed to before me this first day of April, 1890.  
RICHARD H. THURSTON, Notary Public.

**THE THREE TELEGRAMS.**

CIRCULATION:

ELMIRA TELEGRAM.....	172,470
ALBANY TELEGRAM.....	52,601
HARRISBURGH TELEGRAM.....	51,040

276,111

**A. FRANK RICHARDSON,**

SPECIAL AGENT,

13, 14 & 15 Tribune Building, N. Y.

The Best Advertising Mediums in the Country.

There is just one thing that will draw your advertisement to these papers if it can be drawn. We have fixed that thing and put it into what you will read in two minutes.

One  
Price  
Advertising  
—  
Without Duplication  
Of Circulation  
—  
HOME 15 BEST  
JOURNALS WEEKLIES  
Every Week  
Over 250,000 Copies  
—  
Religious Press  
Association  
Phila

We have grouped these papers, and put the costs down to the bottom—fifteen to one almost.

By grouping them much individual expense is saved. Advertisers get the benefit of it.

You are welcome to these facts :

## ALL WEEKLIES.

### PHILADELPHIA.

	Regular Circulation.
The Sunday-School Times..... <i>Undenominational</i> .....	147,500
The Presbyterian..... <i>Presbyterian</i> .....	13,500
The Lutheran Observer..... <i>Lutheran</i> .....	13,000
The National Baptist..... <i>Baptist</i> .....	13,500
The Christian Standard..... <i>Methodist</i> .....	14,500
The Presbyterian Journal..... <i>Presbyterian</i> .....	8,000
The Episcopal Recorder..... <i>Reformed Episcopal</i> .....	4,000
The Messenger..... <i>Reformed Church</i> .....	8,000
The Christian Instructor..... <i>United Presbyterian</i> .....	6,500
The Christian Statesman..... <i>Christian Politics</i> .....	5,500
The Lutheran..... <i>Lutheran</i> .....	4,000
The Christian Recorder..... <i>African Methodist</i> .....	8,000

### BALTIMORE.

The Baltimore Baptist..... <i>Baptist</i> .....	5,500
The Episcopal Methodist..... <i>Methodist</i> .....	6,000
The Presbyterian Observer..... <i>Presbyterian</i> .....	4,500
Total.....	262,000

You know what sort of people they are who read religious papers; you know how many they are; you know what such advertising is worth.

This is what it costs to a cent—no offers wanted—save your labor.

For the whole list: \$2.40 per agate line, with discounts of five to fifty per cent.

Now, if you want to know all about each one of these papers, you shall. You ask the questions. We'll answer them.

Consider what we have told you settled. Do you want the advertising or not?

If no, enough said; if yes, then get all the information you want from us and know what you are buying.

A circular will be sent (if you want it), containing a fairly full account of the papers, the rates in detail, and the discounts.

We are not doing business for to-day. We want the solidest advertising there is going. We know what gets it: good papers, one price, and a low one.

## THE RELIGIOUS PRESS ASSOCIATION,

Chestnut and Tenth Streets,

(Mutual Life Building),

PHILADELPHIA, PA.



LOWELL EVENING CITIZEN.  
WEEKLY AMERICAN CITIZEN.

Office of  
CITIZEN NEWSPAPER COMPANY, }  
Printers and Publishers. }  
LOWELL, MASS., March 29, 1890.

*Messrs. Geo. P. Rowell & Co.:*

GENTLEMEN—The first of the present month the WILSON INK CO. sent us a 200-lb. sample keg of their 6c. news ink. If you can give us exactly the same quality, at that price, you may send by freight a 500-lb. barrel.

Yours truly,

THE CITIZEN NEWSPAPER CO.,

By Whipple.

Replying to yours of the 29th instant, we cannot supply you the ink at the price (6c.) you name. We thank you for your offer.

*Geo. P. Rowell*

The WILSON INK CO. sells best quality of news inks in 500-lb. packages, at 6 cents a pound, and allows a discount of 10 per cent. when cash in full payment accompanies the order; but cannot make any further reduction to any selling agent. There is such a thing as a bottom price.

Address

W. D. WILSON PRINTING INK CO., L<sup>d</sup>,

140 WILLIAM STREET,

New York.



Advertisements Received

and

Forwarded Daily

to all the

Leading American Newspapers ;

No Advance is Charged

Above Publishers' Prices.

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Files

Are Kept for Three Months

for

Examination by Advertisers.

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ADDRESS

GEO. P. ROWELL & CO.,

General Newspaper Advertising Agents,

No. 10 SPRUCE STREET

NEW YORK.

## A CIRCULAR AND SOME CORRESPONDENCE ANENT THE SAME.



**B**OTH the Morning and Evening editions of the NEW YORK WORLD, and the Sunday edition as well, are among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. These 27 periodicals print about one-sixth of the total output of all the 17,760 American periodicals, and of this one-sixth the WORLD prints one-sixth; consequently the WORLD prints about one thirty-sixth of all the newspapers which appear in America in a year.

Observe the true statement about your paper which we have caused to be printed above.

Would it not appear that to have such a statement brought to the notice of 20,250 advertisers *once a week for three months*, would be worth to you the sum of

**\$42.25 ?**

If you think that it would, we shall be glad to receive your order to insert the advertisement, as a Special Notice, in PRINTERS' INK ; for thirteen weeks. The cost is at the rate of 25 cents a line each insertion.

If you prefer, you can order it inserted "till forbid" or for one time or more, at the same rate, namely :

**\$3.25 per week.**

You can make such changes as you desire : more space will cost more, and less space will cost less. The price is 25 cents a line for whatever space is used.

If you send the order, please use enclosed envelope, and oblige,

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK,

NEW YORK, April 3rd, 1890.

10 SPRUCE ST.

**If not wanted, don't answer !**

THE WORLD, NEW YORK, 7th April, 1890.

GEORGE P. ROWELL, Esq., 10 Spruce street, New York :

DEAR SIR—I do not think this is a very desirable statement for the *World* to make. It virtually places 27 other periodicals on a plane with this paper, whereas, as a matter of fact, the *World's* circulation is 50 per cent. larger than that of any other American publication; and the same proof of publication that we offer, applied to any newspaper you may select, will demonstrate that this is a statement within bounds.

Yours truly,

G. W. TURNER, Business Manager.

PROSPECT FARM, LANCASTER (COOS CO.), N. H., April 9, 1890.

MY DEAR MR. TURNER—I don't quite agree with your opinion of the inclosed advertisement. I wrote it myself. Did you read the last three lines?

Of course we don't want the order if the advertisement is not worth the cost: but of what other paper would the last statement be true? \*

Very truly,

GEO. P. ROWELL.

\* One thirty-sixth of the issue of 17,600 newspapers !